

March 25, 1997
DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Orchard Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

1. That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language).
2. That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system.
3. That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program.
4. That the rating board be independent of the industry and the FCC and that it include parents.
5. That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to our children and our families.

Sincerely,

Frank and Kathy Edmunds
Orem, UT 84097

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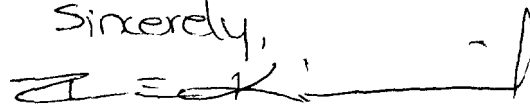
Dear Chairman Hurdtt & Commissioners:

The idea of Industry Proposed Age-Based Rating Systems (in particular that of Jack Valenti) is a complete waste of time and money. No one can judge for me what is acceptable or not acceptable. I would never use or be able to rely on such a system.

You could provide information about what the program contains (violence, sex, profanity, etc.) and I will judge what is acceptable for my children.

Let's do what is best for the children.

Sincerely,



Ron E. Kershnik

Member of the Farmington Elem. PTA
Farmington, UT 84025

FCC MAIL ROOM

SEP 3 1997

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Chairman Reed Hundt and FCC Communications
c/o Federal Communications Commission
1919 M St. N.W., Room 222
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:
Re: E.S. Docket No. 97-55, FCC 97-34

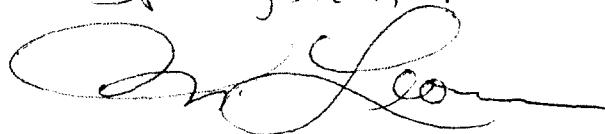
I am writing on behalf of the National P.T.A. and the Edward R. Walton School P.T.A. Springfield, N.J., to inform you of my opposition to the television (v-chip) rating system presented by the T.V. Rating Implementation Group. The rating symbol on the T.V. screen does not provide sufficient content information so that parents can make decisions about what is appropriate T.V. programming for their children. Parents do not want the T.V. industry to interpret what is best for their children. Parents should and want to make those choices themselves based on content information about the program.

The FCC, by law ^{18 U.S.C. 1465} is required to determine whether the industry's rating system has met statutory requirements

of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Rather I request that the FCC accept no rating system that does not include content information about programs such as V (violence), S (for sexual depiction and nudity), and L (for language), and that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for the opportunity to voice my opinion on an issue so important to my children and other families with children.

Sincerely,
Maria C Leone
Springfield, N.J. 07081



Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M Street N.W. Room 222
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

It is my firm belief that it is a parental **DUTY** to monitor what children watch on television shows/movies. Children must be protected from adult content programs until they are adults themselves.

Therefore I am asking that you do not continue with or approve the current industry rating system which utilizes age based guidelines. Rather I ask for the rating system to be based on content. Specifically: V (for violence), S (sexual depiction and nudity), and L (for language). To do this the rating board, in my opinion, should be a composite of industry leaders, medical personnel, clergy and parents.

Thank you for your time and consideration on this very important task.

Sincerely,



Kimberley Votz
Kinderhook, NY

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5214 Bellview Ave

Lawrence, Ga 31401

March 24, 1997

Dear Mr. Hunt,

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493182

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As a concerned grandparent, I
wish to voice my support for
parental choice in viewing TV programs.
Specifically, this means labels such
as V-S-L to identify violence,
sex, and adult (profane) language.

Docket - CS Docket No. 97-55,

FCC 97-34.

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Alma S. Williams

RECEIVED

MAR 31 1997

520 Raymond Rd.
Waunakee, WI 53591
March 28, 1997

FCC MAIL ROOM

Office of Secretary,

We are writing in regard to
the two ratings "V-Chip" proposal.
This is for "CS Docket No 91-55
comment and Industry Proposal
for Rating Video Programming".

It is very upsetting that this
type of labeling is used. It was
studied and found that the
worse the rating the more anxious
many kids were to watch it.
Also who doesn't know that
parents cannot watch everything
their children watch as kids do
go to friends houses and parents
are not able to be near the
tv. 24 hours a day? Why
is such trash allowed on
television? It was not as
bad ten or twenty more years
ago so why have the standards
been lowered so much? Is

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the FCC doing their job?

Please help the tv. ~~networks~~^{stations}
and video companies to have
high standards in their work
for the good of the country
and the family. Your help
will be appreciated.

Sincerely,
Lorraine Enders
Vincent A. Enders

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

COMM

MAR 31 1997

RECEIVED

I am writing on behalf of the National PTA and the Rocky Mountain Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Chris Chubb, PTA President

March 27, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

FCC MAIL ROOM

DOCKET FILE COPY ORIGINAL MAR 31 1997

RECEIVED

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Spring Ridge Elementary School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information for parents to make decisions about what is appropriate TV programming for their children. Major surveys released this fall demonstrate overwhelming preference for a rating system that gives parents information about the content of programs. Those surveys were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen is useless.

The FCC is required by law to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so, and I ask that the FCC not approve the industry rating system. Instead, I request the following:

- Under no circumstances should the FCC approve the industry's rating system. Further, the FCC should not accept a rating system that excludes content information about programs, such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Cyndy Pinciotti
Cyndy Pinciotti
8909 Bradford Way
Frederick, MD 21701

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY OFFICE

MAR 31 1997

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

RECEIVED

I am writing on behalf of the National PTA and the Rocky Mountain Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Kristin Greenland 3-21-97

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PTA

March 14, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554
e-mail address: vchip@fcc.gov

5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

RECEIVED

MAR 31 1997

Federal Communications Commission
Office of Secretary

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Paul J. Shurtutt

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CS97-55

DRAFT

**SAMPLE LETTER TO FEDERAL COMMUNICATIONS COMMISSION
REGARDING THE TV RATING SYSTEM**

LETTERS ARE DUE BY APRIL 8, 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, N.W.
Washington, D.C. 20554

CONTROL ROOM

APR 3 1997

RECEIVED

Dear Mr. Caton:

I join the National Black Child Development Institute in urging the Federal Communications Commission to rule the TV Parental Guidelines unacceptable. The proposal by the National Association of Broadcasters, the National Cable Television Association, and the Motion Picture Association of America does not protect the parental choice and empowerment guarantees provided by the Telecommunications Act of 1996.

The legislation clearly states that parents should be provided with "timely information about the nature of upcoming video programming" in order to be empowered to choose appropriate programming for their children. The TV Parental Guidelines do not comply fully with the spirit or letter of that provision.

Specifically, I have six examples that validate my concern. First, the system does not rate program content sufficiently. Parents need to know the degree of a program's sexual, violence, and language content to make informed decisions about what their children watch. Second, the rating icon appears too briefly (15 seconds) before the start of a program. Parents easily can miss it. Third, television listings are not obligated to publish the rating system. As a result, parents will not have a reliable source of advance ratings information. Fourth, commercials advertising television programs which are inadvisable for children can be aired during programs which are suitable for children. That oversight potentially exposes children to harmful programming. Fifth, local stations can opt to change or not feature a rating, which also infringes on a parent's right to have reliable and timely ratings information. Finally, the Oversight Monitoring Board established to review the guidelines on a regular basis entirely consists of representatives from the broadcast, cable, and creative sectors. Child and parent advocates are not represented.

As a (parent, child advocate, etc.), I care deeply about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,

Carol Jordan

CS 97-55

DRAFT

**SAMPLE LETTER TO FEDERAL COMMUNICATIONS COMMISSION
REGARDING THE TV RATING SYSTEM**

LETTERS ARE DUE BY APRIL 8, 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, N.W.
Washington, D.C. 20554

REGISTRATION ROOM

APR 8 1997

Dear Mr. Caton:

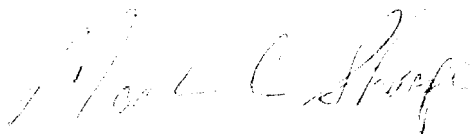
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Sincerely,



CS97-55

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**SAMPLE LETTER TO FEDERAL COMMUNICATIONS COMMISSION
REGARDING THE TV RATING SYSTEM**

LETTERS ARE DUE BY APRIL 8, 1997

FCC MAIL ROOM

APR 3 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, N.W.
Washington, D.C. 20554

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As a (parent, child advocate, etc.), I care deeply about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,

Shadiq Shag-Hussein

CS 97-55

DRAFT

**SAMPLE LETTER TO FEDERAL COMMUNICATIONS COMMISSION
REGARDING THE TV RATING SYSTEM**

LETTERS ARE DUE BY APRIL 8, 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, N.W.
Washington, D.C. 20554

COMM ROOM

MAR 31 1997

REC'D

Dear Mr. Caton:

I join the National Black Child Development Institute in urging the Federal Communications Commission to rule the TV Parental Guidelines unacceptable. The proposal by the National Association of Broadcasters, the National Cable Television Association, and the Motion Picture Association of America does not protect the parental choice and empowerment guarantees provided by the Telecommunications Act of 1996.

The legislation clearly states that parents should be provided with "timely information about the nature of upcoming video programming" in order to be empowered to choose appropriate programming for their children. The TV Parental Guidelines do not comply fully with the spirit or letter of that provision.

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As a (parent, child advocate, etc.), I care deeply about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,



CS 97-55

DRAFT

**SAMPLE LETTER TO FEDERAL COMMUNICATIONS COMMISSION
REGARDING THE TV RATING SYSTEM**

LETTERS ARE DUE BY APRIL 8, 1997

ROOM

APR 3 1997

RECEIVED

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, N.W.
Washington, D.C. 20554

Dear Mr. Caton:

I join the National Black Child Development Institute in urging the Federal Communications Commission to rule the TV Parental Guidelines unacceptable. The proposal by the National Association of Broadcasters, the National Cable Television Association, and the Motion Picture Association of America does not protect the parental choice and empowerment guarantees provided by the Telecommunications Act of 1996.

The legislation clearly states that parents should be provided with "timely information about the nature of upcoming video programming" in order to be empowered to choose appropriate programming for their children. The TV Parental Guidelines do not comply fully with the spirit or letter of that provision.

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As a (parent, child advocate, etc.), I care deeply about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,

Irene Sharpe

RECEIVED

March 27, 1997

MAR 31 1997

FCC MAIL ROOM

Federal Communications Commission
1919 M Street NW
Washington D.C. 20554

RE: CS Docket No. 97-55

To the Commissioners:

Please take a strong stand against any government-imposed rating system for television programs. This is a direct contradiction of our First Amendment, designed by our Founding Fathers to insure that Americans could express themselves (and receive expressions of others) without government intervention.

I am a retired librarian. I have spent my life helping people find materials in print, film or electronic form which meet individual needs. This is what Americans must learn to do for themselves because Americans have such a variety of needs and interests that no government program can possibly define what they should see. Rather than trying to block certain TV programs, the FCC should lead the way in supporting education programs that will help people make personal choices that are right for them.

The voluntary Parental Guidelines developed by the television industry are a step in the right direction. A government rating system would be a disgrace to a free democracy.

Respectfully submitted,



Carol Morrison
4N602 Brookside Drive
St. Charles, Il 60175

March, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL MAR 5 1 1997

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC97-34

As a member of the National PTA and the Manor Hill PTA in Lombard, Ill., I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on my TV screen does not provide sufficient content information so that I, as a parent, can decide what is appropriate for my family to watch.

I strongly agree with the results of major surveys released in the fall which showed that parents don't want the TV industry to interpret what is best for their children. I want to make those choices myself, based on content information about the program. Furthermore, the ratings should be published in advance of a program's airing in periodicals that carry TV schedules.

By law, the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do NOT believe this system does so. I ask the FCC NOT to approve the industry rating system. Instead, I request the following:

- * Under no circumstances should the FCC approve the industry's current rating system. The FCC should accept a rating system only if it includes information about the content and frequency of violence (V), sexual depiction and nudity (S) and adult language (L).
- * The FCC should require a V-chip band broad enough that would allow parents to receive more than one rating system.
- * The rating icon on the TV screen should be made larger, more prominently placed on the screen and appear more frequently during the course of a program.
- * The rating board should be independent of the industry and the FCC, and it should include parents.
- * Any rating system approved by the FCC should be evaluated by an independent research source to determine if it meets the needs of parents.

Though I can and often do turn off the TV in my home, it remains by far the most pervasive influence on America's children with the potential for enormous impact on society. Thank you for this opportunity to comment on an issue of utmost importance to all of our children and families.

Sincerely,

Lynn Menke
Lombard, Illinois

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N. W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

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RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request that a content-based rating system be adopted which includes symbols about program content such a V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Summerville High School
Summerville, SC

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N. W., Room 222
Washington, DC 20554

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34


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I am writing to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request that a content-based rating system be adopted which includes symbols about program content such as V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Summerville High School
Summerville, SC

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March 24, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, Room 222
Washington DC 20554

Dear Chairman Hundt and Commissioners:

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RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Spring Forest Middle School PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make these choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

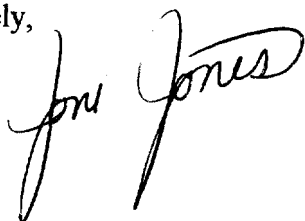
The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and

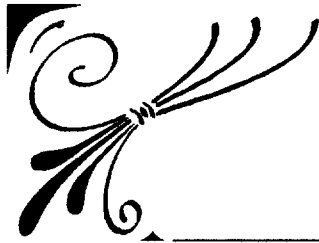
That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families

Sincerely,



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Sheila Peebles
3230 South Valleyview
Springfield, MO 65804



March 26, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, Missouri PTA, and the Ozark Region PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content description on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Sheila Peebles
Springfield, Missouri

cc: Joan Dykstra, National PTA President, 330 N. Wabash, Suite 2100, Chicago, Illinois 60611-3690

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Douglass Houghton PTA, Waterford, Michigan to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I would prefer a content-based system rather than an age-based system. I feel the decision as to what my child(ren) views on television should be in my hands rather than in the hands of the TV industry.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this age-based system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Steven M. Harper
339 Forest View Tr.
Waterford MI 48327

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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FCC MAIL ROOM

MAR 31 1997

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Dear Chairman Hundt and Commissioners;

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Enoch Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient contents information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of the programs were conducted by the National PTA, *U.S. News and World Report*, and by the Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and in publicized periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead I request the following;

- ** That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for Violence), S (for sexual depiction or nudity), and L (for Language);
- ** That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ** That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ** That the rating board be independent of the industry and the FCC and that it include parents; and
- ** That any rating system by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank You for this opportunity to comment on an issue so important to children and families.

Sincerely,

Gail Willock

Enoch, Utah

Please turn over

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